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CLAIMS

1. A process for the preparation of a granular detergent component comprising an organic superabsorbing material, which process comprises absorbing an aqueous solution, dispersion or emulsion of detergent ingredient on the organic superabsorbing material and removing water by an evaporative process.
2. A process as claimed in claim 1, wherein the component comprises at least 40 wt% of a surfactant or mixture of surfactants and the aqueous solution is a solution of surfactants.
3. A process as claimed in claim 1 or claim 2, wherein the detergent ingredient comprises an anionic surfactant.
4. A process as claimed in any preceding claim, wherein the detergent ingredient comprises a nonionic surfactant.
5. A process as claimed in any preceding claim, wherein the detergent ingredient comprises cationic surfactant.
6. A process as claimed in any preceding claim, wherein the detergent ingredient comprises a polymer.
7. A process as claimed in claim 6, wherein the polymer is amphoteric, nonionic or cationic.

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8. A process as claimed in any preceding claim, wherein the organic superabsorbent material comprises cross-linked polyacrylate.
- 5 9. A process as claimed in any preceding claim, wherein the aqueous solution or dispersion of detergent ingredient contains from 20% to 90% by weight of surfactant.
- 10 10. A process as claimed in any preceding claim, wherein the detergent component contains between 20% and 75% by weight of surfactant.
11. A process as claimed in any preceding claim, wherein
15 the detergent component contains 20% and 50% by weight of surfactant.
12. A process as claimed in any preceding claim, wherein the aqueous solution or dispersion of detergent
20 ingredient and the organic superabsorbent material are mixed in a high shear mixer.
13. A process as claimed in any preceding claim, wherein the aqueous solution or dispersion of detergent
25 ingredient and the organic superabsorbent material are mixed in a flash thin film evaporator/dryer.
14. A process as claimed in any preceding claim, wherein the aqueous solution or dispersion of detergent
30 ingredient and the organic superabsorbent material are mixed in a low shear mixer.

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15. A process as claimed in any preceding claim, wherein the maximum temperature of the detergent component during the process is 150°C.
- 5 16. A process as claimed in any preceding claim, wherein the detergent component is produced in granular form.
17. A detergent component comprising an organic superabsorbing material and a detergent ingredient.
- 10 18. A detergent component as claimed in claim 17, comprising at least 20% by weight of a surfactant or mixture of surfactants.
- 15 19. A detergent component as claimed in claim 17 or claim 18, comprising between 40% and 90% by weight of a surfactant or mixture of surfactants.
- 20 20. A detergent component as claimed in claim 19, comprising between 50% and 75% by weight of a surfactant or mixture of surfactants.
- 25 21. A detergent component as claimed in any one of claims 17 to 20, which has a number average particle size of from 15 to 1500 microns, preferably from 120 to 500 microns.

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22. A particulate laundry detergent composition comprising
in total from 5 to 60 wt% of one or more organic
detergent surfactants, from 10 to 80 wt% of one or more
detergency builders and optionally other detergent
5 ingredients, which composition includes a detergent
component as produced by the process of claims 1 to 16
or as claimed in any one of claims 17 to 21.